



Press release

Biofach/Vivanness: Great organic variety at the joint stand of IPD and GIZ

Import Promotion Desk and Deutsche Gesellschaft für Internationale Zusammenarbeit showcase organic products from around 50 producers from 18 developing and emerging countries.

Bonn/Berlin, 15 January 2024 - Under the motto "Organic Sourcing for Development", the Import Promotion Desk (IPD) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) are presenting the wide range of organic products from developing and emerging countries at this year's Biofach, which takes place in Nuremberg from 13 to 16 February. At the joint stand, purchasers can discover more than 200 products from around 50 producers from 18 countries. These include cocoa beans from Côte d'Ivoire, avocado oil from Kenya, saffron and medicinal plants from Morocco, freeze-dried berries from Ukraine, hibiscus flowers from Colombia, coconut blossom sugar from Indonesia, basil from Egypt and dried fruit from Sri Lanka.

Cocoa beans from Côte d'Ivoire, Ecuador and Colombia

Six companies from Côte d'Ivoire, Ecuador and Colombia are presenting their cocoa products at Biofach. In addition to cocoa beans, they are also showcasing cocoa paste and pulp, cocoa nibs, milk and dark chocolate bars, pralines and couvertures. From Ecuador comes the Arriba Nacional cocoa variety. It is known for its special flavour and is registered as a trademark in Ecuador.

Particularly popular: hibiscus flowers

Many producers of herbs, flowers, and spices are represented at this year's IPD booth. A Colombian company is producing dried hibiscus flowers, basil, and chilli peppers. Hibiscus is currently in high demand. This is why other producers are also bringing the aromatic flower to Biofach: from Egypt and Senegal. The companies from Egypt offer a wide variety of natural ingredients, including camomile and marigold blossoms, mint, black cumin, lemongrass and moringa. From Senegal come hibiscus, baobab and oils extracted from them.

Medicinal plants from Morocco

The range from Morocco also includes many medicinal plants, such as saponaria and sarsaparilla roots, pink laurel, centaury and hawthorn flowers. They come from wild collection. Many of the plants are collected in the foothills of the Atlas Mountains. The companies also process rosemary and thyme leaves, camomile blossoms, pomegranate peels and blossoms and much more. Companies from Madagascar have specialised in the production of essential oils and are bringing ginger, ylang ylang and lemon eucalyptus oils, for example, to Nuremberg.



Wide selection of dried fruits

Many producers of dried fruit from Côte d'Ivoire, Ghana and above all Sri Lanka are present at the IPD stand. The Ghanaian companies produce dried citrus peel for flavouring drinks and food. Dried mangoes are available from Côte d'Ivoire and companies from Sri Lanka offer a wide range of dried fruits such as papayas, pineapples, bananas and jackfruit. There are also companies on site that process coconuts. The offer includes dried coconut flesh, coconut blossom sugar, coconut milk and coconut oil.

For the first time IPD companies at Vivaness

It is the first time, IPD is represented at Vivaness, the international trade fair for natural cosmetics, and is introducing specialities from Morocco. The small and medium-sized companies are offering argan oil, prickly pear seed oil and rose water at the fair, which is taking place at the same time as Biofach in Nuremberg. They have specialised in processing typical local plants such as prickly pear seeds and argan nuts. Both are used to produce very high-quality organic oils. The rose products, such as dried petals and essential rose water, are also produced in the traditional way and without additives.

IPD at Biofach 2024: Hall 3A - 3A-32

Partners in Transformation: Import Promotion Desk with new logo

The Import Promotion Desk (IPD) is part of the newly-founded development policy network "Partners in Transformation - Business & Development Network". The Federal Ministry for Economic Cooperation and Development (BMZ) is bundling its programmes for economic actors in this new network. The common goal of the "Partners in Transformation" is to drive forward socio-ecological and feminist economic transformation in the partner countries. Under the new logo and new brand "Partners in Transformation - Business & Development Network", IPD will intensify its networking of companies from developing and emerging countries with European partners.



Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an **initiative to promote imports** in Germany. The IPD forms a link between small and medium-sized enterprises in selected developing and newly industrialising countries and European importers. The aim is to integrate the partner countries into global trade, thus making a contribution to sustainable economic, social and ecological development in these countries.

IPD opens access to the EU market for small and medium-sized enterprises from the partner countries and supports them in establishing trade relations. IPD opens up new sources of supply in the partner countries for European importers who want to organise their entrepreneurial commitment in a sustainable way and supports them in the procurement process for certain products and services.

The IPD is currently active in 21 countries: Brazil, Cambodia, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Senegal, South Africa, Sri Lanka, Tanzania, Tunisia, Ukraine, and Uzbekistan.

IPD focuses on specific sectors: fresh fruit and vegetables, natural ingredients for food, pharmaceuticals and cosmetics, sustainable fish and seafood, cut flowers, sustainable tourism, and IT outsourcing.

The global development organisation sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Wholesale, Foreign Trade and Services Association (BGA). The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

IPD is part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised. The aim of "Partners in Transformation" is to promote socio-ecological and feminist economic transformation in the partner countries.

Further information at www.importpromotiondesk.de

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